Business and Biodiversity Forum
Convention on Biological Diversity (CDB)

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Natura is a Brazilian Cosmetics multinational that innovates based on elements of biodiversity, driven by relationship selling.
Mission

“We are Natura. Inspired by Our Essence and our proximity with nature, science and technology, we propose to expand and mobilize our Relationship Network, in pursuit of creative solutions that promote a life of beauty, pleasure and sustainability, all at once.”
About Natura

- Around **1.33 million** Natura Consultants in Brazil.
- Around **550,000** Natura Consultants in the International Operations.
- Around **4,800** employees in Brazil, **1,400** in the International Operations and **1,100** in Aesop.
- **30** social biodiversity relationship communities (2,000 families) in the Amazon.

**B Corp** certification, commitment to economic growth allied with promoting social and environmental well-being.

Listed on the NYSE **Dow Jones Sustainability Index** since 2014.

**AESOP**
The Natura world
Launched in 2014 in alignment with business strategy, our Vision is intended to transform Natura into a company that generates a **positive impact** in three spheres: economic, environmental and social, rupturing the current paradigm of merely reducing and mitigating impacts.

It comprises strategic directives for 2050 and ambitions and commitments for 2020.

Targets organized in **three interdependent pillars**: Brands and Products; Our Network; and Management & Organization.
Natura EP&L

- $tCO_2e$
- Tonnes of waste
- Litres of water
- Air pollution
- Water pollution
- Hectares of land

Diagram showing the environmental impact of the Natura EP&L lifecycle, including extraction, internal processes, testing, production, disposal, and recycling. Each stage is marked with an icon and is connected by arrows indicating the flow of the process. The diagram also highlights specific impacts such as carbon dioxide emissions, waste, water, air, and land pollution.
Have you ever thought of the path a product goes through to get to you?
Thank you!